



Name of Project: The Point

Name of Organization: Rhode Island Department of Elderly Affairs
Cranston, RI

Principles of Choices for Independence: Empowerment/Access to Information and Services

Description

The Rhode Island Department of Elderly Affairs received an Aging & Disability Resource Center grant in 2003 to create “one-stop shop” entry points which seniors, adults with disabilities, and their caregivers can quickly and easily navigate a complex array of community-based long term care services. Rhode Island’s efforts culminated in the creation of *The Point*, which is designed to provide information and referral on a wide range of topics, including insurance, medical care, long term care, job training and a comprehensive website. In addition, *The Point* provides one-on-one support for decision-making and promotion of health and wellness and maintenance of dignity.

Outreach, training and partnerships have all played a critical role in the success of *The Point*. For example, a specific marketing campaign was targeted to the human resource contacts from the top 100 companies in Rhode Island. A successful by-product from this endeavor was the development a unique public/private partnership between *The Point* and *Lifespan*. *The Point* is now serving as a resource for Lifespan, which is Rhode Island’s second largest employer with over 11,000 employees.

The Point also played a pivotal role in the State’s Own Your Future Long Term Care Campaign, a joint federal-state initiative to increase awareness among the American public about the importance of planning for future long-term care needs. The Rhode Island Department of Elder Affairs developed and ran an aggressive campaign to educate citizens, ranging in age from 50-70, to plan for their future long-term care needs. *The Point* was promoted heavily in marketing and outreach efforts.

To ensure a coordinated, consumer focused, cost effective system of long term care in Rhode Island, the Governor established the Cabinet on Chronic and Long Term Care. The State is in the process of consolidating services funded through state funds, Medicaid, and other federal programs into a new Long-Term Care Support Program.

For more information on *The Point*, please contact: Charlotte Becher at charlotte.becher@eds.com or by telephone at 410-462-4460. The website for the Point is <http://www.ThePointRI.org>